



CX Mindset and Influencers Workshop

BRAD CLEVELAND

Sharing Customer Stories— Idea Starter

CHEP

A Brambles Company

Sharing Customer Stories

Sharing customer stories is an effective way to highlight your impact, values, effectiveness, and the importance of the customer experience. Here's a list of strategies and ideas on how organizations are circulating these stories (in no specific order):

1. **Testimonials Page:** Dedicate a section of your website to customer testimonials and stories.
2. **Social Media:** Share customer stories regularly on Instagram, Facebook, X, LinkedIn, TikTok, or other platforms.
3. **Newsletter Highlights:** Include a 'Customer Spotlight' section in newsletters.
4. **Blog Posts:** Write detailed case studies or stories and share them on your company blog.
5. **Video Testimonials:** Record customers sharing their experiences and post these videos on platforms like YouTube and Vimeo.
6. **Webinars:** Host webinars where customers can share their stories live and answer questions from the audience.
7. **Podcasts:** Start a podcast series or dedicate episodes to interviewing customers about their experiences.
8. **Infographics:** Create visually engaging infographics that highlight key success stories or customer journeys.
9. **Customer Forums:** Encourage customers to share their stories in dedicated forums or community platforms.
10. **Events/Conferences:** Showcase customer stories during corporate events, trade shows, or conferences.
11. **In-product Pop-ups:** Share short success stories or testimonials as pop-ups within your product or app.
12. **Printed Material:** Feature customer stories in brochures, magazines, or other print material that you distribute.
13. **Press Releases:** Collaborate with customers to craft press releases showcasing significant successes or collaborations.
14. **Annual Reports:** Dedicate a section in your annual report to highlight key customer stories from the year.
15. **Onboarding Material:** Introduce new customers or clients to your product/service with success stories to inspire and educate them.

16. **Sales Pitches:** Incorporate customer stories into sales presentations to provide real-world examples of your impact.
17. **Wall of Fame:** Where you have physical offices, create a “Wall of Fame” with pictures and stories of highlighted customers.
18. **QR Codes:** Add QR codes to physical products that link to video testimonials or written customer stories.
19. **Affiliate Platforms:** Encourage partners or affiliates to share these stories through their channels.
20. **Interactive Platforms:** Use platforms like Gather or Hopin to host virtual events focused on customer experiences.
21. **Customer Story Contests:** Host contests encouraging customers to share their stories and offer prizes for the best ones.
22. **Feedback Loop:** After sharing a customer story, provide a mechanism for other customers to share their similar experiences.
23. **Collaborative Platforms:** Platforms like Medium or LinkedIn can be used to publish and circulate longer-form customer stories.
24. **Swag:** Feature memorable quotes from customer stories on company merchandise.
25. **Themed Campaigns:** Run marketing campaigns that center around a theme and integrate various customer stories related to that theme.
26. **Sales Training:** Integrate customer stories into sales training material, so sales representatives can use them effectively.
27. **Internal Communication:** Share customer stories with employees to boost morale and emphasize the company’s mission.
28. **External Speakers:** At events or webinars, invite customers as external speakers to share their stories and experiences.
29. **Interactive Features:** Add interactive features on your website where visitors can explore different customer stories.
30. **Customer Day:** Dedicate a day annually to celebrate and highlight various customer stories, emphasizing the importance of the customer in your business.

Remember to ensure that the customers whose stories you’re sharing have given explicit permission to do so.